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Story Living, Search, and Data at Ben & Jerry's

Jay King

Senior Interactive Developer /
Social Media Specialist

www.benjerry.com
[@benandjerrys](https://twitter.com/benandjerrys)

The leading industry event by digital marketers for digital marketers

Story

- Story living.
- Global publishing model on 25 websites around the world.
- Fans, Fun, Flavors, F'values.



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Opportunity

- Need insight to inform content and design.
- Must be agile and repeatable.
- Find paths in BrightEdge platform and through other partners.



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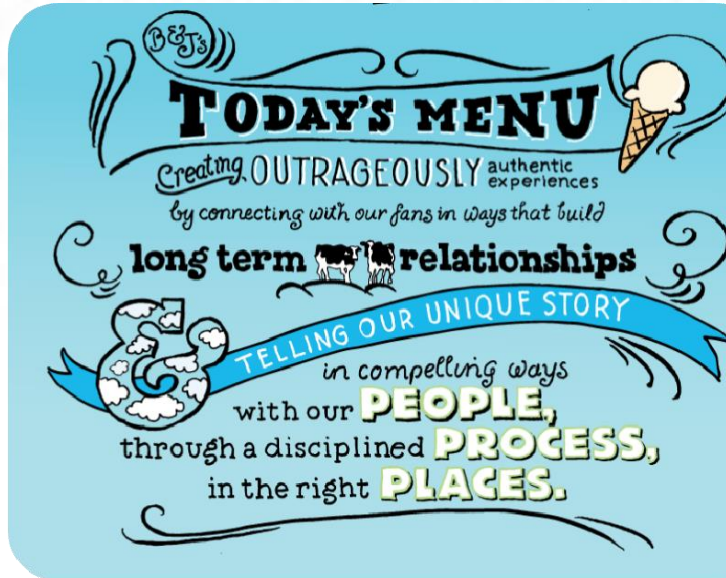


Base Mix

- Organic search drives ~50% of our web traffic.
- Done well, SEO delivers on marketing's objectives.
- Documenting brand's tone and content strategy is essential as keywords will be woven throughout each channel.
- Approached as a continuous and holistic cycle.
- Content, campaign strategy, and social sharing optimized for organic search.

Strategy

- Content strategy and mix is informed by brand priorities, search behavior, analytics, and social sharing performance.
- Balance between what data shows and brand priorities.
- Use data to make educated decisions, but will talk about what we want to.



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Timing

- Marketing develops content calendar based on objectives and campaigns.

Values				Fun	Flavors	Tours/Events
Climate	Dough Out	LGBT	Other			
Businesses Need to Lead in Renewable Energy	What if you had to buy Ben & Jerry's like people buy elections?	I Dough, I Dough update	Profile: Serious Fun	Fall Milkshake Recipes	Non-Dairy Update	SOS Tour - Minneapolis
It's not climate change, it's everything change'	\$\$\$ Spent Lobbying Congress	Pride Parade - Burlington	Profile: Method	Cannoli and Holy Cannoli: What's the Story?	Cookie Core Sundaes	
Disappearing Snow and Glaciers			Profile: Homeboy Industries	Top Limited Batches		
Agroforestry in Uguanda				The Cherry Garcia Story		
Manure Separator Update				Wilbur Wright: 30 Years Making Ice Cream		

Discover & Build

- Discovery of keywords and potential content areas.
- Keywords and brief sent to copywriters.
- Page design for search and share.
- Sitemap.

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Accounts:
benjerry.com

Groups:
Ice Cream

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Dashboard Reports Recommendations Tasks Analysis Site Audit Campaigns Help Setup

Data Cube
Leverage the industry's largest and actionable content repository to develop winning strategies for your business.

Google USrenewable energySearch

View All ResultsIdentify High Volume KeywordsDiscover Long Tail KeywordsExplore High Value KeywordsFilters

Applied Filters: Competition Does not equal High Save Filter

3,525Total Suggested Keywords

0 0.0%High Competition Level

901 25%Medium Competition Level

2,282 64%Low Competition Level

Track	Columns	Keyword	Search Volume	Competition	Keyword Value	Universal Listing
<input type="checkbox"/>		energy	110,000	Low	98	Images, Videos, Quick Answers
<input type="checkbox"/>		solar	74,000	Medium	99	Images, Quick Answers
<input type="checkbox"/>		nuclear energy	49,500	Low	92	Images, Videos, Quick Answers
<input type="checkbox"/>		geothermal energy	49,500	Low	96	Images, Videos
<input type="checkbox"/>		wind energy	40,500	Medium	95	Images, Quick Answers
<input type="checkbox"/>		renewable energy	40,500	Medium	98	Images, Quick Answers
<input type="checkbox"/>		renewable resources	33,100	Low	92	Images, Quick Answers
<input type="checkbox"/>		non renewable resources	22,200	Low	92	Images, Videos, Quick Answers
<input type="checkbox"/>		alternative energy	18,100	Medium	96	Images, Quick Answers
<input type="checkbox"/>		biomass energy	12,100	Low	95	Images, Videos
<input type="checkbox"/>		photovoltaic	12,100	Low	96	Images, Videos
<input type="checkbox"/>		solar energy pros and cons	9,900	Medium	97	Videos
<input type="checkbox"/>		what is solar energy	8,100	Medium	96	
<input type="checkbox"/>		energy conservation	8,100	Low	95	Images, Quick Answers
<input type="checkbox"/>		energy efficiency	8,100	Low	97	Images, Quick Answers
<input type="checkbox"/>		tidal energy	6,600	Low	99	Images, Videos
<input type="checkbox"/>		hydroelectric energy	6,600	Low	96	Images, Videos, Quick Answers
<input type="checkbox"/>		how does solar energy work	6,600	Medium	95	Images, Videos, Quick Answers

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Engagement Tagging

- Content is tagged with code from LooseGrip to collect consumption data.
 - loosegrip.net
 - Depth of content seen.
 - Time engaged with page.
 - Value of visit.

PAGE	AVG. ENG TIME	X SITE AVG.
/WHATS-NEW/WEIRDEST-FLAVORS-EVER/	100.2	4.0
/VALUES/ISSUES-WE-CARE-ABOUT/CLIMATE-JUSTICE/SOLAR-ENERGY-FUTURE/	99.55	4.0
/WHATS-NEW/COOKIE-CORE-GURU/	91.29	3.7
/WHATS-NEW/CORPORATE-SOCIAL-RESPONSIBILITY-HISTORY/	85.17	3.4
/WHATS-NEW/WORLD-FLAVORS/	83.87	3.4
/VALUES/ISSUES-WE-CARE-ABOUT/CLIMATE-JUSTICE/CLIMATE-LETTER-JOSTEIN/	75.42	3.0
/FLAVORS/HOW-WE-MAKE-ICE-CREAM/	73.31	2.9
/SCOOP-SHOPS/FLAVOR-FANATIC-ENTRY/	72.81	2.9

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SOURCE	SESSIONS	AVERAGE ENGAGED TIME	SHARES	VISITORS PER SHARE
GOOGLE / ORGANIC	341970	35	1683	166
FACEBOOK / PAID	254973	25	321	764
(DIRECT) / (NONE)	155754	31	983	132
M.FACEBOOK.COM / REFERRAL	150118	63	1330	104
GOOGLE / CPC	43724	41	223	158
OUTBRAIN / CPC	24911	70	276	86
CHUNKMAIL15-0819 / EMAIL	20902	63	395	40
YAHOO / ORGANIC	16220	40	67	196
FACEBOOK.COM / REFERRAL	12000	43	122	89
BING / ORGANIC	10528	43	34	252
-INTERESTING OTHERS-				
T.CO / REFERRAL	8142	43	121	56
INSTAGRAM / SOCIAL	4816	34	57	61
TABOOOLA / CPC	2721	57	18	139

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Engagement Data

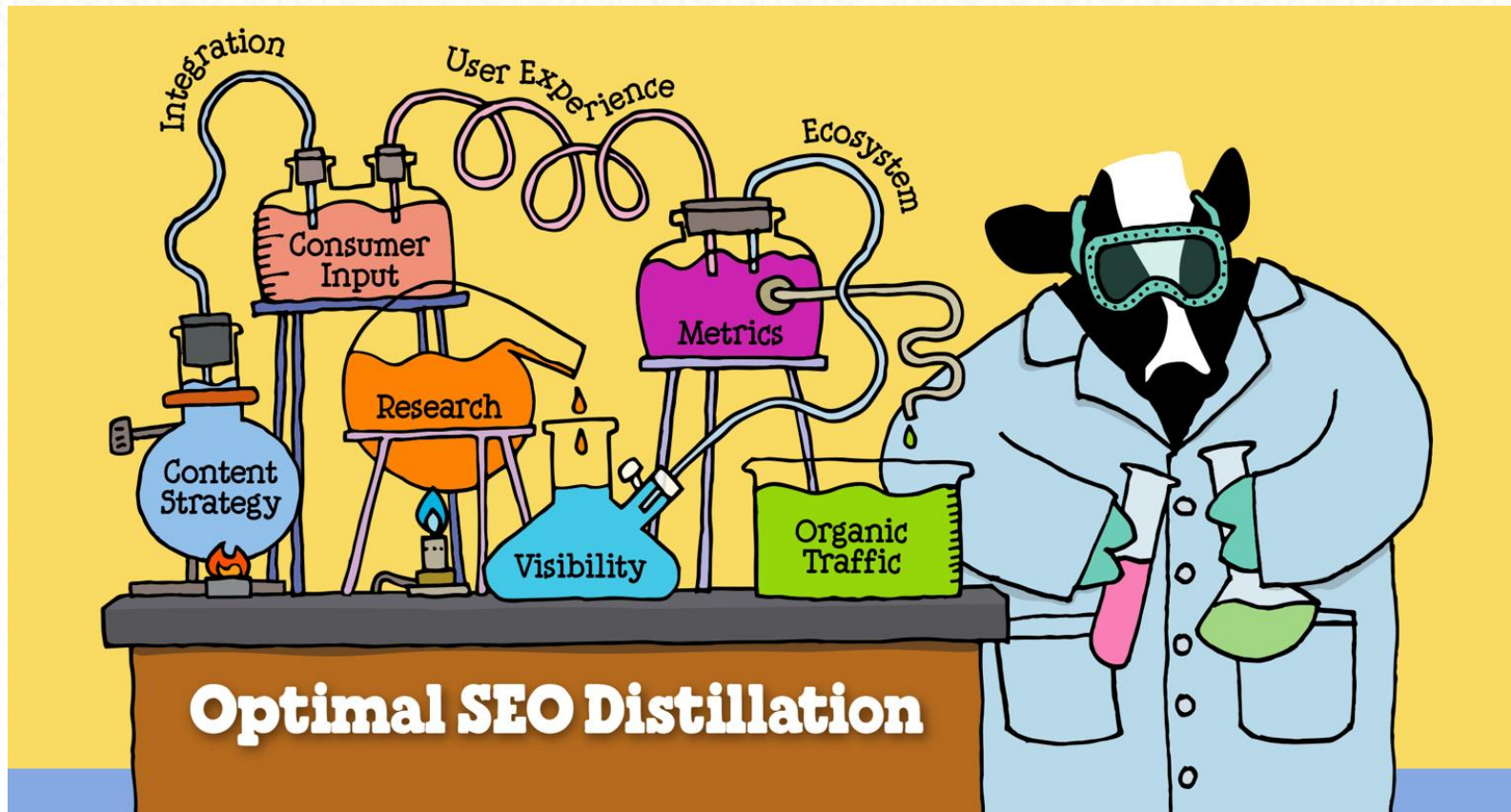
Q2 2015

- 3,645,363 minutes / 2,532 days / 6.936 years spent engaged (+30%).
- Average engaged time per visitor 0:29, up from 0:24.
- Super Visitors (30 seconds+ engaged, 75% scroll depth) 634,346 (+100%).

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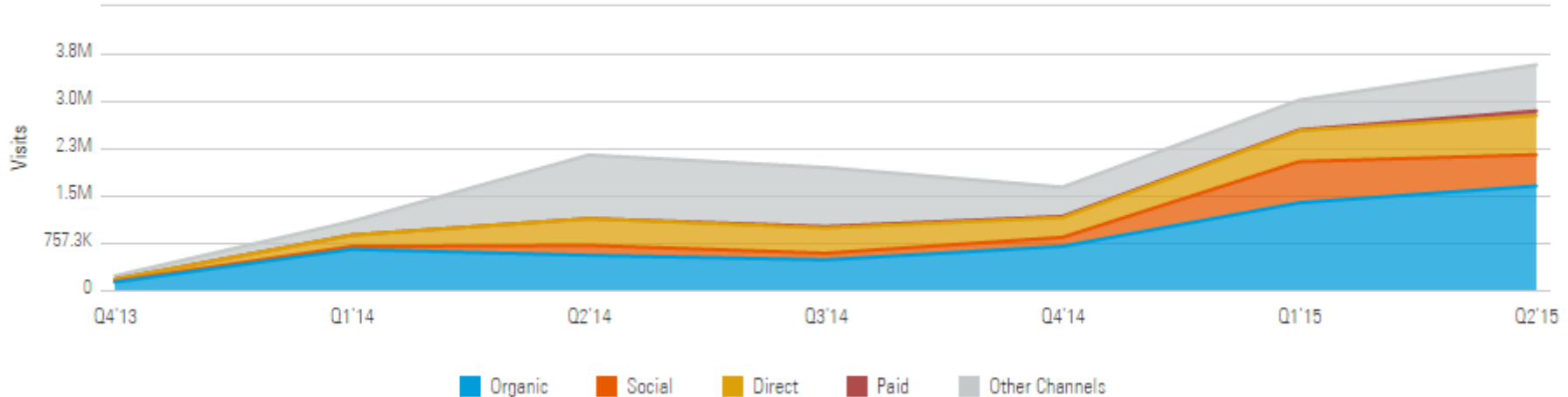
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Crawl, walk, run...

- 12-18 months ago: publishing with basic SEO activity.
- Now: Research, analysis, marketing buy-in, adding data learnings.

Total Traffic by Channel



Crawl, walk, run...

- Organic search is highest traffic driver.
- Leading performer in average time on site and bounce rate.

Channel	Visits ↕	Visits Change ↕	Page Views ↕	Page Views Change ↕	Avg. Time On Site ↕	Avg. Time On Site Change ↕	Bounce Rate ↕	Bounce Rate Change ↕
Organic	1,094,555	395,053 ▲	3,056,389	1,094,610 ▲	0:02:31	No Change	34.11%	3.65% ▼
Social	360,705	216,271 ▲	538,965	281,390 ▲	0:01:04	0:00:21 ▲	50.77%	23.60% ▼
Direct	371,789	55,812 ▲	859,989	190,542 ▲	0:02:00	0:00:23 ▲	47.81%	17.52% ▼
Paid	10,461	8,378 ▼	16,829	8,850 ▼	0:01:51	0:01:02 ▲	53.47%	25.19% ▼
Other Channels	286,283	183,025 ▼	497,390	224,939 ▼	0:01:16	0:00:24 ▲	63.89%	15.07% ▼

Show entries Showing 1 to 5 of 5 entries

First Previous 1 Next Last

* Data for Q1 2015 is calculated from Jan 01 to Mar 14

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Learnings

- Educating stakeholders is key as SEO management is a cross functional effort.
- A robust SEO strategy creates a framework for online presence (web, social, email, images).
- Develop a production and monitoring process.
- Assess effectiveness quarterly.
- Move mindset from “digital marketing” to “marketing in a digital age.”
- The BrightEdge platform allows us to bring SEO into our daily lives as digital marketers for research, insight, and analysis.
- Can easily optimize page content as well as make broader site infrastructure recommendations without a “SEO department” or agency.

That's All, Folks!

- “Not everything that can be counted counts, and not everything that counts can be counted.” - William Bruce Cameron (sociologist)
- “If it’s not fun, why do it?” – Jerry Greenfield (ice cream guy)